

## CASE STUDY

Virtualized server pool of Fujitsu

### MyTravel goes places with PRIMERGY BladeFrame technology

“The BladeFrame technology has helped MyTravel significantly. In IT terms, it’s markedly reduced the complexity and employees are now working more smartly, with time freed up to deliver further solutions.”

David Anderson, Technical Director, MyTravel



#### The challenge

**Increase flexibility** - Move from a silo model to a virtualization model, to provide a Service-Oriented Architecture

**Future-proof IT infrastructure** - Migrate applications and data bases to new technologies with investment protection

**Reduce complexity** - Reduce required IT resources and improve time to market

#### The Solution

The MyTravel Group is a major player in the world's most active markets for package holidays and other leisure travel services. The company had focused on two key business issues - consolidation and cost efficiency. In particular, they were looking to boost their UK business performance by improving the customer relationship program and increasing customer retention by further developing the customer experience.

They had reviewed the way they sell their products and assessed the competition that they faced from new, non-bonded entrants to the market place. A key route for their products sales was through their website. They were particularly interested in the virtualization and flexibility a Fujitsu PRIMERGY BladeFrame solution could bring to their organization. Mobility was also high on the list, to enable them to migrate from their DR data centre, which was shortly to be relocated.

**MyTravel** is a public limited company with an annual turnover of £2.5 billion. The company provides a breadth of travel services that include: Air Transport, which incorporates charter airline and aerospace engineering; Tour Operating, providing charter holidays and specialist tailor-made packages and Retail Travel Agency, providing cruising holidays and foreign exchange. The main portion of the business is produced from the UK base, but they also have offices in Scandinavia and North America. More at: [www.mytravel.com](http://www.mytravel.com)

## Solution components

- Hardware: 4x PRIMERGY BladeFrame BF400 S2 with 93x pBlades
- Management software: PAN Manager with vBlades
- Operating system: Microsoft® Windows Server®
- Applications: Oracle HR, CRM
- Storage: NetApp FAS6030, FAS3020

## Customer benefits

- Reduced complexity and less complex infrastructure
- Reduced time to market and time to deliver new solutions, changed dramatically from 6-8 weeks to hours
- Over 50% improved application response times
- CRM solution needs less memory and processor resources compared to traditional architectures
- Lower administrative expense through uniform, centralised management.

## The project

The Technical Director David Anderson and his team were looking for a number of improvements from the chosen solution in terms of cost efficiency and effectiveness. The team was also looking for a way of moving from a siloed model towards a Service-Oriented Architecture and in turn, creating a roadmap for their strategic applications.

They particularly wanted to future-proof their Oracle investments, enabling migration for those applications and databases to new technologies, so providing Oracle 10g rack databases and moving to Oracle applications 11.5.10. Not as critical but nevertheless important, the MyTravel team were under increasing pressure to find a more efficient use of power across the infrastructure and in particular, to reduce power consumption from the data centre. They also sought resource efficiency. The organization wanted to help their workforce make more effective use of their time and effort and change from a siloed provision of manpower and architecture.

Technical Director David Anderson explains: "We looked to Fujitsu BladeFrame technology with AMD and Intel powered CPUs to provide the additional flexibility of sharing hardware between both our mission critical hardware solutions based around Solaris and SPARC and our Microsoft and Wintel-style architecture." For MyTravel the deployment of PRIMERGY BladeFrame was a long term solution across all of their architecture plans, for both hardware and applications. However, the deployment also provided an additional benefit: MyTravel reached the N+1 scalability that they had always wanted.

## A record of success

MyTravel has witnessed an enormous impact on their business, and the goals they had set themselves for increased efficiencies and business gains have been achieved. David Anderson summarized: "Our business aims regarding the CRM platform and sales through our website have been enormously successful with BladeFrame technology.

From a CRM perspective we've seen a significant ROI, in fact a multi-million pound return. From a web perspective, we initially experienced a 4 - 5% sales increase and more recently 20 - 25%. One particular product now has increased sales by 50% through the web channel." MyTravel has subsequently deployed a function to the site that caches holiday pricing and availability, which regularly provides over 100 searches per second during peak selling periods. The flexible nature of the infrastructure now enables more power and performance to be provided to the site during those peak periods.

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